

FAX# 703 528 7880  
CREDIT RISK !!!  
HARRIS REPORT FROM REP SEP27/12 10.18  
\*\*CHANGES\*\* \*\*\* WFTV-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # 6556 SALESMAN # \_\_\_\_\_

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- JOE KNAUER

	CLASS:	NATL.	LOCAL	REGIONAL
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**Table 1** Summary of the study design and participant characteristics

Journal of Management Inquiry 22(1) 3-16  
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DOI: 10.1177/1056492613505111  
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DATE SEP27/12 10.18

CANCELLED ALL SPOTS FROM FRI 9/28 ON  
REORDERED AS 60S  
TTLS 38250  
PLS CFM, THX 9/27

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		600A-700A	30		\$1,500.00	10/1	10/2	0		M-TU	0
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 396												
PROGRAM : NEWS CON COM1 : 1X PER DAY												
2	*		600A-700A	30		\$1,500.00	9/26	9/27	2		W-TH	2
PROGRAM : NEWS CON COM1 : 1X PER DAY												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		700A-900A PROGRAM : GMA CON COM1: 2X PER DAY	30		\$1,600.00	10/1	10/2	0		M-TU	0
4	*		700A-900A PROGRAM : GMA CON COM1: 2X PER DAY	30		\$1,600.00	9/26	9/27	4		W-TH	4
5	*		1000A-1030A PROGRAM : MILLIONAIRE CON COM1: 1X PER DAY	30		\$375.00	9/26	9/27	2		W-TH	2
6	S		1000A-1030A PROGRAM : MILLIONAIRE CON COM1: 1X PER DAY	30		\$375.00	10/1	10/2	0		M-TU	0
7	S		1100A-1200N PROGRAM : VIEW CON COM1: 1X PER DAY	30		\$750.00	10/1	10/2	0		M-TU	0
8	*		1100A-1200N PROGRAM : VIEW CON COM1: 1X PER DAY	30		\$750.00	9/26	9/27	2		W-TH	2
9	S		1200N-100P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$675.00	10/1	10/2	0		M-TU	0
10	*		1200N-100P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$675.00	9/26	9/27	2		W-TH	2
11	*		400P-500P PROGRAM : DR OZ CON COM1: 1X PER DAY	30		\$800.00	9/26	9/27	2		W-TH	2

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP27/12 10.18  
\*\*\*CHANGES\*\*\* \*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	S		400P-500P PROGRAM : DR OZ CON COM1: 1X PER DAY	30		\$800.00	10/1	10/2	0		M-TU	0
13	S		500P-600P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$1,800.00	10/1	10/2	0		M-TU	0
14	*		500P-600P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$1,800.00	9/26	9/27	2		W-TH	2
15	*		600P-630P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$2,400.00	9/26	9/27	2		W-TH	2
16	S		600P-630P PROGRAM : NEWS CON COM1: 1X PER DAY	30		\$2,400.00	10/1	10/2	0		M-TU	0
17	*		700P-730P PROGRAM : JEOPARDY CON COM1: 1X PER DAY	30		\$2,400.00	9/26	9/27	2		W-TH	2
18	S		700P-730P PROGRAM : JEOPARDY CON COM1: 1X PER DAY	30		\$2,400.00	10/1	10/2	0		M-TU	0
19	S		730P-800P PROGRAM : WHEEL CON COM1: 1X PER DAY	30		\$2,400.00	10/1	10/2	0		M-TU	0
20	*		730P-800P PROGRAM : WHEEL CON COM1: 1X PER DAY	30		\$2,400.00	9/26	9/27	2		W-TH	2

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21	S		1100P-1130P	30		\$2,000.00	10/1	10/2	0		M-TU	0
PROGRAM : NEWS												
CON COM1 : 1X PER DAY												
42	A		1100P-1135P	30		\$2,000.00	10/1	10/2	0		M-TU	0
PROGRAM : NEWS												
ORD COM1 : NEWS												
THIS IS A MAKE-GOOD FOR OCT1 ON LINE-21 FOR 2 SPOTS/WK												
22	S		1100P-1130P	30		\$2,000.00	9/26	9/28	0		W-F	0
PROGRAM : NEWS												
CON COM1 : 1X PER DAY												
43	A		1100P-1135P	30		\$2,000.00	9/26	9/27	2		W-TH	2
PROGRAM : NEWS												
ORD COM1 : TP NEWS												
THIS IS A MAKE-GOOD FOR SEP26 ON LINE-22 FOR 3 SPOTS/WK												
23	*		1130P-1200M	30		\$825.00	9/26	9/27	2		W-TH	2
PROGRAM : NITELINE												
CON COM1 : 1X PER DAY												
24	S		1130P-1200M	30		\$825.00	10/1	10/2	0		M-TU	0
PROGRAM : NITELINE												
CON COM1 : 1X PER DAY												
44	A		1135P-1205A	30		\$825.00	10/1	10/2	0		M-TU	0
PROGRAM : NIGHTLINE												
ORD COM1 : TP NIGHTLINE												
THIS IS A MAKE-GOOD FOR OCT1 ON LINE-24 FOR 2 SPOTS/WK												
25	S		800P-1000P	30		\$9,250.00	10/1	10/1	0		MON	0
PROGRAM : DANCING WITH THE STARS												
26	S		1000P-1100P	30		\$4,800.00	10/1	10/1	0		MON	0
PROGRAM : CASTLE												

SEP27/12 10.18  
\*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	S		800P-900P	30		\$4,000.00	10/2	10/2	0		TUE	0
PROGRAM : DANCING RESULTS												
28	S		1000P-1100P	30		\$4,200.00	10/2	10/2	0		TUE	0
PROGRAM : PRIVATE PRACTICE												
29	S		1000P-1100P	30		\$2,800.00	9/28	9/28	0		FRI	0
PROGRAM : 20/20												
30	S		1000P-1100P	30		\$2,800.00	9/28	9/28	0		FRI	0
PROGRAM : 20/20												
31	S		600A-700A	30		\$675.00	9/29	9/29	0		SAT	0
PROGRAM : NEWS												
32	S		700A-900A	30		\$850.00	9/29	9/29	0		SAT	0
PROGRAM : NEWS												
33	S		900A-1000A	30		\$850.00	9/29	9/29	0		SAT	0
PROGRAM : GMA												
34	S		1130P-1200M	30		\$1,000.00	9/29	9/29	0		SAT	0
PROGRAM : NEWS												
35	S		500A-600A	30		\$275.00	9/29	9/29	0		SAT	0
PROGRAM : NEWS												
36	S		600A-700A	30		\$675.00	9/30	9/30	0		SUN	0
PROGRAM : NEWS												
37	S		700A-900A	30		\$850.00	9/30	9/30	0		SUN	0
PROGRAM : NEWS												
38	S		700P-800P	30		\$2,750.00	9/30	9/30	0		SUN	0
PROGRAM : AFHV												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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39	S		800P-900P	30		\$6,500.00	9/30	9/30	0		SUN	0
PROGRAM : ONCE UPON A TIME												
40	S		900P-1000P	30		\$6,000.00	9/30	9/30	0		SUN	0
PROGRAM : REVENGE												
41	S		500A-600A	30		\$200.00	9/30	9/30	0		SUN	0

PROGRAM : NEWS  
STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#21	MISSED:M-TU/1100P-1130P	OCT1(2/WK)	30S	\$2,000.00	(SEP25/12)
			OFFER:M-TU/1100P-1135P	OCT1(2/WK)	30S	\$2,000.00	PLS ADVISE.
CMT:NEWS							

M2	OK'D	BUY#22	MISSED:W-F/1100P-1130P	SEP26(3/WK)	30S	\$2,000.00	(SEP25/12)
			OFFER:W-F/1100P-1135P	SEP26(3/WK)	30S	\$2,000.00	PLS ADVISE.
CMT:TP NEWS							

M3	REJECT	BUY#23	MISSED:W-F/1130P-1200M	SEP26(3/WK)	30S	\$825.00	(SEP25/12)
			OFFER:W-TH/1135P-1205A	SEP26(3/WK)	30S	\$825.00	PLS ADVISE.
CMT:FRI NIGHTLINE RUNS LATE DUE HS SPORTS AND TP FOR NIGHTLINE							

M4	OK'D	BUY#24	MISSED:M-TU/1130P-1200M	OCT1(2/WK)	30S	\$825.00	(SEP25/12)
			OFFER:M-TU/1135P-1205A	OCT1(2/WK)	30S	\$825.00	PLS ADVISE.
CMT:TP NIGHTLINE							

M5	REJECT	BUY#27	MISSED:TUE/800P-900P	OCT2	30S	\$4,000.00	(SEP25/12)
		BUY#29	FRI/1000P-1100P	SEP28	30S	\$2,800.00	
		BUY#41	SUN/500A-600A	SEP30	30S	\$200.00	
			OFFER:TUE/800P-900P	OCT2	30S	\$7,000.00	PLS ADVISE.
CMT:DUE RATE ON RATE CARD WAS REVERSED FOR TIME PERIOD							

SEP/12	38250.00	OCT/12	\$ .00	CONTRACT TOTAL	38250.00
				TOTAL SPOTS	26

REP: TEL# 703 528 7800FAX# 703 528 7880

REP HEADLINE# 6335692TRF# 333168

CREDIT ADVISORY: AGENCY CREDIT RISK !!

ORDER WORKSHEETHARRIS REPORT FROM REP

SEP27/12 10.18

\$\$\$ UNAPPROVED REV #2 \$\$\$

\*\*CHANGES\*\*

\*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS	\$437,750	WFTV	33%	WKMG	21%	WESH	30%	WOFL	16%	WKCF	0%	WRBW	0%	CABL	0%
				WOPX	0%	WRDQ	0%	EFTV	0%						

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE